

Bick Broadcasting is the licensee of seven small market radio stations, all in the state of Missouri. I urge the Commission to think carefully about the good works of the vast majority of radio stations, especially in small markets, before adding more paper work that will take time away from other activities.

The Bick stations operate in two regions, and serve each region with a mix of programming best suited to serve the widest possible audience.

In each region, our stations provide well over 200 local newscasts each week. The news programs are produced by, at least 2 full time news people. Countless meetings and other events are covered by this small, but effective staff.

Public affairs programming is aired in numerous fashions. Live and pre-recorded on air interviews with local community leaders leading the way. Ten programs per week is the minimum on a typical week. At times, 10 per day may be the order, often broadcasting live from events throughout the region. Public Service Announcements are provided often to promote a specific issue or event.

Live call in programs are featured twice weekly allowing a open line for discussion of issues that are important to the general area.

Rotating contact with officials of government from federal, state, county and city is afforded by news and announcing staff. Countless other groups such as school, law enforcement, youth groups and numerous charities.

Scores of local sporting events are broadcast live in our small communities, often touching the focal point of many people.

Weather forecasting happens usually twice or more hourly on all of our stations. Immediate, additional forecasts are always offered as the situation warrants. At times continuous coverage is triggered on all stations during severe storm activity within our regions. Our stations are a "local bulletin board" when school and event closing announcements are in order.

Staff members meet and co-ordinate with local and state emergency officials to be best prepared to respond to emergency situations. EAS is a good tool for national and some regional situations, but local contact is and no doubt will be the best method for local emergencies.

I don't pretend to suggest that our stations are perfect, but I do strongly suggest that adding more paper work will only take away time for this

type of activity. Activities to serve our communities must be balanced with other activities that will fund the former. Small market radio is very much a local business, that requires local focus and management. More oversight is not needed nor wanted at our stations. Competition on all levels is the best regulator.

Sincerely
Bud Janes
President, Bick Broadcasting.
Licensee:
KHMO-Hannibal
KSIS-KSDL-Sedalia
KXXK-Knob Noster
KRRY-Canton
KPCR-Bowling Green
KICK-FM-Palmyra